

To: Sheft, S N., Steele, Robert R., Coslett, Job H., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J.,
Cote, Raymond A., Close, Scott P., Davignon, Barry A.
*P REGKAMS_
From: Campbell, Judy
Edited: 12/5/97 11:11
Subject: JANUARY TEAR TAPE PROMOTIONS

TO ALL PERSONNEL WITH DIRECT ACCOUNT RESPONSIBILITY

THE DIRECT ACCOUNT LETTERS SENT OUT FOR THE WINSTON .70¢ AND DORAL \$1.00 PROMOTIONS INDICATED THAT BILLING PER SKU SHOULD BE FOR '4 FULL PRICE CARTONS' AND '4 SAVINGS CARTONS'.

PLEASE BE SURE TO REMIND YOUR DIRECT ACCOUNTS THAT THEY NEED TO PASS ON 'OFF-INVOICE' PRICING FOR THESE PROMOTIONS TO THEIR RETAILERS.

FUTURE CORRESPONDENCE WILL INCLUDE A SIMILAR STATEMENT. REFER TO WORK PLAN FOR ANY ADDITIONAL INFORMATION YOU MAY REQUIRE REGARDING THESE PROMOTIONS.

CC: MacWilliams, Lori

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